

What is claimed is:

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A multiple item user preference information data structure for multi-media information provided from an information provider comprising:

single item user preference information for single items related to the multi-media information; and

multiple items user preference information for multiple items formed by combining the single items.

10 2. The data structure according to claim 1, wherein the single item user preference information comprising:

a user preference item identifier which denotes the item to describe user's preference; and

15 an item preference level indicating the degree of user preference, corresponding to the user preference to the user preference item identifier.

3. The data structure according to claim 1, wherein the multiple item user preference information comprising:

20 a user preference item identifier which is combination of single user preference items; and

an item preference level indicating the degree of user preference, corresponding to the user preference to combinations of the user preference item identifiers.

A 25 4. The data structure according to claim 2 or 3, wherein the item

preference level is one of levels divided into a plurality of levels between levels preferred by a user and levels not preferred by the user.

5 5. The data structure according to claim 1, wherein the single item user preference information and the multiple items user preference information are stored in non-volatile memory of a system installed for an information provider and/or an information user.

10 6. The data structure according to claim 1, wherein the single item user preference information and the multiple items user preference information are stored in portable non-volatile memory such as smart card.

15 7. A method for providing multi-media information in which a multi-media is provided from the information provider to users in a user's desired environment, comprising the steps of:

 setting user preference information for the multi-media information;
 searching the multi-media information according to the user preference information; and
 providing users with generated multi-media information according to the
20 searching result.

8. The method according to claim 7, wherein the user preference information comprising:

25 single item user preference information for single items related to the multi-media information; and

